

<b>AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT</b>		1. CONTRACT ID CODE		PAGE OF PAGES 1      11	
2. AMENDMENT/MODIFICATION NO.  001		3. EFFECTIVE DATE  See Block 16C.		4. REQUISITION/PURCHASE REQ. NO.	
5. PROJECT NO. (If applicable)		6. ISSUED BY US CENSUS BUREAU Acquisition Division 4600 Silver Hill Road, Room 3J257 Washington DC 20233 Attn: William Russell, Contracting Officer		7. ADMINISTERED BY (If other than Item 6)	
8. NAME AND ADDRESS OF CONTRACTOR (No., street, county, State, and Zip Code)		(x)		9A. AMENDMENT OF SOLICITATION NO. YA-1323-07-RF-0002	
		X		9B. DATED (SEE ITEM 11) JANUARY 16, 2007	
				10A. MODIFICATION OF CONTRACT/ORDER NO.	
				10B. DATED (SEE ITEM 13)	
CODE		FACILITY CODE			

### 11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

☒ The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of Offers ☐ is extended, ☒ is not extended.

Offers must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended, by one of the following methods:

\_\_\_(a) By completing Items 8 and 15, and returning \_\_\_ copies of the amendment; ☒ (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or \_\_\_(c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGEMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.

12. ACCOUNTING AND APPROPRIATION DATA (If required)

### 13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS, IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.

A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.
B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(b).
C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:
D. OTHER (Specify type of modification and authority)

**E. IMPORTANT:** Contractor ☐ is not, ☐ is required to sign this document and return \_\_\_ copies to the issuing office.

14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.)

Amendment 001 provides response to all questions received by vendors regarding the RFP. See Page 2 for the questions/responses.

In accordance with RFP Section L.5 1352.215-73 INQUIRIES (MAR 2000) the questions deadline from offerors has now passed. Therefore, the Government reserves the right **not** to respond to any further questions

Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.			
15A. NAME AND TITLE OF SIGNER (Type or print)		16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print) William H. Russell, Contracting Officer	
15B. CONTRACTOR/OFFEROR	15C. DATE SIGNED	16B. UNITED STATES OF AMERICA	16C. DATE SIGNED
(Signature of person authorized to sign)		BY <u>/s/</u> (Signature of Contracting Officer)	02/09/2007

**2010 CENSUS COMMUNICATIONS CAMPAIGN RFP  
AMENDMENT 001 - QUESTIONS FROM VENDORS & ANSWERS**

**GENERAL QUESTIONS & ANSWERS**

- 1. Please confirm that there will be no cost reimbursable orders issued under this contract.**
  - a. At this time, the Government does not anticipate the use of cost reimbursable task orders under this contract.
- 2. Can a small business partner with all major prime contractors?**
  - a. A small business can be a proposed subcontractor for one or more (or even all) the prime offerors. However it is of concern to the Government and the primes when information would be shared with the small business that would provide other prime offerors an unfair competitive advantage. However, if the small business is merely providing its cost proposal to the primes and no information is being given from the primes to the small business that would jeopardize the competition that is acceptable. In reality, the primes would not share proprietary or procurement sensitive info with the small business without an agreement not to disclose such information; otherwise it could be shared with other primes.
- 3. Is there a list of prime contractors for this effort? How can a small business contact the prime contractors for this proposal effort?**
  - a. The Census Bureau has posted at the 2010 Communications Web site the list of vendors who exhibited as potential prime contractors during the Presolicitation Conference & Vendors Expo, held in January 16, 2007. The link to access the list is: (<http://www.census.gov/procur/www/2010communications/expo-exhibitors.xls>)
- 4. Is there online access to creative work samples (TV, radio, print, other) that supported the 2000 Census communications program? If not, is there any way we can get a DVD/reel with representative work?**
  - a. The US Census Bureau has available a video with sample works from the 2010 Cneus Advertisign Campaign. This is the video that was presented during the Presolicitation Conference held on January 16, 2007. Vendors interested in receiving **by mail** a copy of the video shall send an email to [acq.2010.comm@census.gov](mailto:acq.2010.comm@census.gov). The subject for the email shall be: Request for 2000 Census Sample Work Video – [Name of Company]. Vendors shall include their mailing address in the email. For overnight delivery or similar services, vendors shall include in the email the appropriate address and their company's account number for the carrier (e.g. FedEx account number). Request for the video shall be received by **Wednesday, February 14, 2007, at 2:00 PM.**
- 5. If a small business decides to submit a proposal for this effort, can the proposal address a narrow or specific portion of the proposal?**
  - a. No. Offerors shall address all requirements of the RFP in their proposals.
- 6. Is a small business required to partner with a prime contractor?**
  - a. No. Vendors (small or large) who consider themselves able to satisfy all requirements as a prime contractor are encouraged to submit proposals. Small businesses are not prohibited from submitting a proposal as a prime. All offerors shall take into consideration that proposals shall address and satisfy all requirements of the RFP.
- 7. What was the final budget for the previous communications campaign?**

- a. The advertising program for Census 2000 cost \$167 million. With Census in Schools, the road tour and other public relations activities, the total contract amount was about \$200 million.
- 8. If a small business is in the process of obtaining GSA small business certification, can they be included as a subcontractor partner company to a Prime Contactor and included in the participation schedule for meeting the overall 40% goal?**
- a. Yes. GSA certification is not required for being a small business under this contract. To be considered a small business under this contract, vendors shall comply with the NAICS codes and its respective size standards, as identified in Section K of the RFP.
- 9. Can subcontractors bid?**
- a. Proposals shall be submitted by Prime contractors only. Refer to answer to question 6.
- 10. During the Bidders' Conference reference was made to quantitative research as a follow-up to the recently completed focus groups. What is the timing for that research, assuming funding is allocated?**
- a. If funding is available, we plan to do this quantitative research by the end of September 2007.
- 11. Are the tract-level mail return rates from 2000 available in an electronic file, or just on the interactive web page where you can only get them for one state at a time?**
- a. The tract-level mail return rates from 2000 are only available on the Reference Library at the 2010 Comm Web page.
- 12. The August, 2001 GAO "Review of Partnership Program Highlights Best Practices for Future Operations" on page 18 refers to Bureau's "Plans to Evaluate and Continue the Partnership Program." Has this evaluation been completed and are results available?**
- a. There were two separate evaluations of the Partnership Program. The first involved mailing out a survey to 15,000 partners asking them about their experiences with the Partnership Program and their view of the effectiveness of the program in reaching hard-to-count populations. This evaluation, Report of Survey of Partners, dated May 21, 2000 is available at [www.census.gov/pred/www/rpts/D.3%20Final%20Report.pdf](http://www.census.gov/pred/www/rpts/D.3%20Final%20Report.pdf). The second evaluation involved conducting an internal operational assessment of the Partnership Program. In this assessment, Partnership Program staff completed numerous debriefing reports on various components of the overall program. This assessment was intended solely as an internal document that would be used to help guide the planning efforts for the 2010 Census. It is not available for distribution to external parties.
- 13. In 2000, the tracking study (a weekly survey of the population before and during mailout/mailback) was privately commissioned and funded. Will that be the case in 2010?**
- a. The 2000 tracking study was a private effort. We do not know what plans are being made by private entities.
- 14. Will the National Academy of Sciences once again provide a "projected" mail response rate and a goal for 2010? When will that be issued?**
- a. We are not aware of any plans by the National Academy of Sciences to provide a projected mail response rate. The Census Bureau will make the goals for 2010 available after contract award.
- 15. Will Census 2010 have a dress rehearsal? If so, when? Is it part of Core Task I?**

- a. Yes. A dress rehearsal is being conducted in preparation for the 2010 Census. However, The 2010 Census Communications Campaign will not support the 2008 dress rehearsal

**16. What kind of lift in response is predicted from the additional mailings not factoring in the affects of a communications plan?**

- a. Based on our research, we are expecting to gain 7% from mailing a replacement questionnaire.

**SECTION B**

**17. Is the cost data requested for submission in RFP Section B.6, Tables B.2, B.3 and B.4 considered to be: “cost or pricing data” as defined in FAR 2.101; or “information other than cost or pricing data”, also defined in FAR 2.101? If “cost or pricing data”, why is such data being requested? Pursuant to FAR 15.403-1(b)(1), the submission of “cost or pricing data” shall not be required when the contracting officer determines that prices agreed upon are based on adequate price competition.**

- a. Due to anticipated adequate price competition, the information requested in the price proposal is not “cost or pricing data.”

**18. Table B-2 asks the Offeror for certain cost breakdowns as “not to exceed” rates, but also provides that the government reserves the right to renegotiate these rates at any point during the life of the contract. a) Are these not to exceed rates to be used in task order proposals, or will each task order negotiate its own rates as well? b) Is there a limit on the number of times the government can renegotiate these rates? c) Can the contractor also request a renegotiate if it can demonstrate the rates are too low?**

- a. The rates proposed for Table B.2 shall apply for Task Order No. 1 and for future task orders, for the prime offeror only. Prior to awarding new tasks, if the negotiated rates change based on the audit findings from an approved audit agency, the Government and the Contractor may discuss and negotiate these changes. This information will be addressed in Amendment 002 to the RFP.

**19. B.6.2 (b) - does contractor have the right to negotiate rates in subsequent years should significant changes occur that would necessitate a change?**

- a. Refer to answer to question 18.

**20. If the government intends to issue FFP or T&M task orders, can you eliminate the requirement for fixed unburdened labor rates for the life of the contract? Having ceilings for indirect rates and other fees as well as fixed unburdened base rates reduces the contractor's flexibility and significantly increases the risk given many of the tasks are still undetermined.**

- a. Table B.3 requires all labor rates proposed for the prime Offeror and all subcontractors, for Task Order No. 1 only. Future task orders will be negotiated based on the actual labor estimate and costs for the defined work ordered at the time. Refer to answer to question 18 for information regarding other fees. This information will be addressed in Amendment 002 to the RFP.

**21. Will the government consider having fixed fully burdened rates by category and eliminate the need to fix Fringe, Overhead, Subcontracting Fees and Profit in Table B.2**

- a. Refer to answer to question 20.

**22. Please explain how subcontractors will use the unburdened rates as proposed by the prime. Given the significant small business requirement, many subcontractor rates**

could potentially be lower than those submitted by the prime. In addition, this would require that subs fit within the prime's rate structure for overhead, fringe, G&A and fee where their indirect rates could potentially be lower. Then with the Subcontracting fee allowed per Table B.2, the subcontractor rates will always end up being higher than the prime contractor's. It would be easier to fit the array of subcontractors into fully burdened rates and have those set for the life of the contract. This alone will place ceilings on unburdened and indirect rates and will allow the needed flexibility for the team.

a. Refer to answer to question 18.

**23. Are only Task Order No. 1 labor categories to be included in Table B.3? The instructions request “All Offeror's proposed labor categories to perform under Task Order No. 1. . .” Should we not include other labor categories that will be required for future services under the contract but are not required under Task Order No. 1?**

a. Refer to answer to question 20.

**24. a) Must labor categories for all subcontractors be included in Table B.3? b) If subcontractor labor is to be included in Table B.3, the assumption seems to be that the prime contractor and all subcontractors have, and will use, the same indirect cost rates. Is this the intent of the BOC?**

a. Refer to answer to question 18 and 20.

**25. Ref Table B-3, are the labor rates supposed to be one set of labor categories and rates to cover the prime and all subcontractors/teaming partners, or is the prime and each subcontractor supposed to propose their own set of labor rates to perform under?**

a. Refer to answer to question 20.

**26. Contractors' overhead, G&A, fringe benefits and unburdened labor rates are considered highly proprietary and confidential. Even when operating under a non-disclosure agreement, contractors typically don't share this kind of financial detail with other contractors who may be on their team. If such information is needed from subcontractors in the proposal, can this information be provided directly to the government in a sealed package? If each company is to operate under own set of rates per Table B-3, we strongly request that these rates be fully burdened to avoid prime and teaming partners having insight into each other's unburdened rates and indirect rates. Such insight could seriously compromise each company's competitive position in the Government marketplace.**

a. Refer to answer to question 18.

**27. Are there any limits on labor categories for Task Order No 1 or subsequent additions?**

a. No.

**28. FFP contracts awarded on the basis of adequate price competition without the submission of cost or pricing data are exempt from CAS. Does the Census Bureau anticipate that this award and all task orders will be exempt from CAS?**

a. No.

**29. B.6.2 (c) states “For Firm-Fixed Price task orders, the above [profit] rate may apply or be negotiated on a task order basis. When an Award Fee Plan is negotiated for a task order, the profit shall be a part of the award fee pool.” Is it the Census' intent that the Firm Fixed Price for Task Order No. 1 not includes profit? Pursuant to FAR 16.404 (a)(1),**

**fixed-price contracts with award fees shall “establish a fixed price (including normal profit) for the effort. This price will be paid for satisfactory contract performance. Award fee earned (if any) will be paid in addition to that price.”**

- a. The firm fixed price proposed for Task Order No. 1 shall include the base profit for the effort, but not any additional award fee proposed in the Award Fee Plan for Task Order No. 1. When developing an Award Fee Plan for Task Order No. 1, Offerors shall identify and break down the base fee (which shall be equal to the profit included in the FFP for Task Order No. 1) and any additional award fee to be tied to performance.

## **SECTION C**

**30. Can you tell us whether your three overall objectives: improved mail response, cooperation with enumerators and accuracy/reduce the differential undercount are in rank order or are all of equal importance to the BOC?**

- a. While all three goals are of significant importance to the Census Bureau, and need to be addressed through the 2010 Communications Campaign – below is the Bureau’s priority:
  1. Improved mail response
  2. Reduce the differential undercount/accuracy
  3. Cooperation with enumerators

**31. What is the approximate timing of the announcement mailing, the form, the reminder post card and the follow up form?**

- a. The current plan calls for the following in 2010:
  - i. Mailing of advance letter the second week of march
  - ii. Delivering the questionnaire to households a week later
  - iii. Delivering the reminder postcard a week later
  - iv. Delivering the replacement questionnaire (only to nonresponding households) two weeks later

**32. Are the following populations a target for this communications program**

- a. **Domestic US military on-base** - No
- b. **Domestic US military off-base** – Yes. Should be treated like any other resident.
- c. **Overseas US military on-base, off-base, ship-based** – No.
- d. **Incarcerated populations** – No.
- e. **Nursing home residents** – No.

**33. Please clarify the support required for the Partnership Program and the anticipated 100,000-plus partner organizations.**

- a. It is expected that the national campaign strategy will include the role of partners. The contractor will be expected to develop the campaign strategy, materials, and messages. The contractor will not be expected to work directly with partners, except in some limited cases. See Sections C.2.6, C.2.7, and C.3 for more information on the contractor’s role in regard to the partnership program

**34. According to the answer provided to Draft RFP Question 70, printing dollars are not attributable against the subcontracting dollars for small businesses. What other costs are not attributable against the small business subcontracting goal?**

- a. All other costs are attributable toward small business subcontracting dollars.

**35. The answer provided to Draft RFP Question 49 states that localized programs are allowed. Please clarify the type and level of support anticipated for supporting localized programs.**

- a. The Census Bureau is interested in hearing from the contractor about what type of localized programs they would recommend and what level of support would be required.

**36. Will individuals be able to request Census forms? If so, how? Through what mechanisms?**

- a. There will be a number of ways that residents can request forms including through a Telephone Questionnaire Assistance Center, and by visiting locations where Be Counted forms will be available.

**37. Can you please provide a specific timetable (as much as it is known at this time) for the various mailings --- advance letter; questionnaire (how many weeks before Census Day); thank you/ reminder postcard; and the replacement questionnaire? We are not necessarily asking for specific dates, however we are trying to understand the anticipated cadence of the mailings including total elapsed time from the first one to the last, and the amount of time between each mailing.**

- a. Refer to answer to Question 31.

**38. Can you tell us how you propose to measure “improved cooperation with enumerators”?**

- a. The Government is still investigating ways to measure this objective.

**39. Section C.5.2 of the RFP states that: “The evaluation of the overall campaign will be designed and implemented through a separate contract with an independent contractor.” Has that separate contract been awarded yet? If not, when will the RFP be released?**

- a. The RFP for the independent evaluation has not been issued yet. No date has been set yet for the release of this procurement.

## **SECTION D**

**40. Section D.4 of the RFP prohibits the application of indirect costs to postage for mass mailings. Most contractors’ Government approved indirect rate structures allocate indirect costs to all ODCs. Why is the Census Bureau disallowing these allowable, allocable costs? How are contractors to recover these costs?**

- a. Currently direct campaign is out of scope for the 2010 Census Communications Program. The protection of respondent privacy and confidentiality (as required by Title 13) are taken very seriously at the Census Bureau. The Bureau will not engage in any activity that might be perceived as compromising respondent privacy/confidentiality (for example that we might share our address file with a contractor).

Other postal charges incurred under the performance of this contract would be paid based on these costs being allowable and applicability.

## **SECTION H**

**41. H.4, Key Personnel - Must contractors commit to having key personnel available for the life of the contract even though this is an IDIQ contract and there is no guarantee that key personnel will be funded until and unless Orders for their services are issued?**

- a. The Contractor shall make no substitutions of key personnel during the first ninety (90) days of the contract, unless the substitution is necessitated by illness, death, or termination of employment. Refer to Section H.4 for more information on Key Personnel replacements.

**42. H.14, Printing. Can you provide the "nominal charge" identified in H.14 regarding the GPO surcharge?**

- a. 7% surcharge for all work. If expedited services are required, a 14% will apply in lieu of the 7%. In addition to this amount, \$7.50 will be added as a billing fee. For expedited services, \$15 will be charged in lieu of the \$7.50. **These fees were determined by GPO and may be subject to change based on GPO decision.**

**43. H. 14, Printing. May the contractor charge their government-approved indirect burdens on the printing costs that GPO bills through the prime contract?**

- a. Any fees / charges to be applied to printing costs will be negotiated based on actual work as part of future task orders.

**44. H.35.1 Task Request – The RFP list of possible contract types includes “Not-to-Exceed ceiling price.” Can you please direct us to guidance on this contract type in the FAR? Is this contract type inconsistent with RFP Section B.1 (b) where possible contract types are limited to FFP or T&M?**

- a. The phrase “Not-to-exceed ceiling price” will be eliminated in Amendment 002.

## **SECTION I**

**45. Why are the defective pricing clauses FAR 52.215-10 and 52.210-12 incorporated in RFP Section I? Pursuant to FAR 15.408 (b) and (d), these clauses are to be included only in contracts requiring the submission of cost or pricing data. Furthermore, in response to questions submitted by potential offerors in response to the draft RFP, the Census Bureau’s response to question 95 was that “FAR 52.2 15-10 and FAR 52.215-12 have been eliminated from the RFP”.**

- a. The answer to this question will be addressed in Amendment 002.

**46. Why is FAR 52.215-18 – Reversion or Adjustment of Plans for Postretirement Benefits (PRB) Other Than Pensions – incorporated in RFP Section I? Pursuant to FAR 15.408 (j), this clause is to be included only in contracts requiring the submission of cost or pricing data. Furthermore, in response to questions submitted by potential offerors in response to the draft RFP, the Census Bureau’s response to question 97 was that “FAR 52.215-18 has been eliminated from the RFP”.**

- a. Refer to answer to question 45.

**47. Why does RFP Section I include the following CAS clauses:**

**52.230-3 Disclosure and Consistency of Cost Accounting Practices**

**52.230-4 Consistency in Cost Accounting Practices**

**52.230-6 Administration of Cost Accounting Standards**

**Pursuant to CAS regulations 48 CFR 9903.201-1(b), firm-fixed-price contracts or subcontracts awarded on the basis of adequate competition without the submission of cost or pricing data are exempt from CAS applicability.**

- a. These clauses will be eliminated from the RFP in Amendment 002.

**48. If Clauses 52.230-3, 52.230-4 and 52.230-6 remain, is the Census Bureau requesting a Disclosure Statement with the proposal?**

- a. Refer to answer to question 47.



**49. Is the Census Bureau expecting a Disclosure Statement with the proposal? Is this a CAS-covered contract? Clause 52.230-4 states, "The Contractor agrees that it will consistently follow the cost accounting practices disclosed on Form CASB DS-1 in estimating, accumulating and reporting costs under this contract." The Census Bureau had implied in the answers to the draft RFP questions that this would not be required and that this was not a CAS-covered contract.**

a. Refer to answer to questions 47.

**50. I.8 Incentive Subcontracting Program – How will funds for such an incentive be committed to, or paid under, the contract if they are not included in the Task Orders?**

a. The Government anticipates issuing a task order tied to this incentive.

## **SECTION J.1 – TARGET SEGMENT EXERCISE**

**51. Regarding to Attachment J.1, Target Segment Exercise, the specific bullets points regarding the Offeror's recommendations includes the request for 'six creative samples that illustrate the range of communications modes...'. Are you requesting speculative creative messaging ideas based on the research? Please clarify the specific need.**

a. Yes. Reference Section M.3.5.2 for information on evaluation of the Target Segment Exercise.

**52. Could you please provide a more comprehensive definition of "fence sitters" (term used in the Bidders' Conference) from the Census' perspective relative to the Target Segment Exercise?**

a. The term "fence-sitters" refers to the population that would be the best prospects for conversion to mail respondents. Offerors should use the available research to define who is this population and based on that, address their response to the Target Segment Exercise. The Census Bureau has also made the Tract-Level Planning Database with Census 2000 Data available in the Reference Library at the 2010 Comm Web site, under the topic Census 2000.

**53. Given that that assumed budget for the Target Segment Exercise (J.1) is \$50 million, are you seeking any detail on how this budget is allocated in our response? If so, where should this allocation be stated?**

a. Yes. This information shall be included in Volume II, Section II.1.2 – Response to Target Segment Exercise, of the proposal.

**54. Should we assume that the same affects (communications plan implemented for 1990 and 2000 Census) are in affect and the \$50 Million is targeted directly at moving "fence sitters"? Specifically, does some portion of effort have to go towards promoting general awareness to the General Market to retain a high response rate? Or should we concentrate efforts against a "best prospects to be converted to mail responders" with the \$50 Million?**

a. For this exercise, the full \$50 million budget should be used to convert best prospects to mail respondents.

## **SECTION K**

**55. Please clarify what is needed for Section K. Do you need a copy of our ORCA record?**

a. The answer to this question will be addressed in Amendment 002, Section L.7.2(d)

## **SECTION L**

**56. FAR 52.222-46 has been referenced in the RFP. Is a compensation plan required even though this is not a recompete? Also, it seems to be duplicative of the information required by L.7.3 (c) 2.**

- a. Offerors are not required to provide a compensation plan for this solicitation. Information provided as part of the price proposal, in response to Section L.7.3 will satisfy this requirement.

**57. FAR 52.222-46 Evaluation of Compensation for Professional Employees. a) Are contractors required to submit a compensation plan in their proposal in accordance with this FAR clause? b) If yes, we assume that would be in volume III. c) If yes, are subcontractors/teaming partners also required to provide this, or just the prime contractor?**

- a. Refer to answer to Question 56.

**58. Will all dollars subcontracted by the team (including the prime and subcontractors) to small businesses count towards the overall 40% small business goal?**

- a. All dollars subcontracted to small businesses under this contract (exclusive of printing dollars contracted through GPO) will count toward the overall small business subcontracting goals.

**59. Please clarify your cost requirements for Task Order No. 1.**

- a. The answer to this question will be addressed in Amendment 002, Section L.7.3(c) and (d). It is anticipated that the Government will issue new task orders for the implementation and production of the campaign (and media buys), upon completion of Task Order No. 1 and in accordance with the approved communications plan.

**60. We are assuming that “one page” means one side of one sheet of 8.5 x 11 paper. Is that correct?**

- a. Yes.

**61. Can people who are former employees be recommended as key personnel attached to similar experience?**

- a. Yes, as long as these former employees have not served as part of the 2010 Census Communications Acquisition Team.

**62. Do we have to provide signed letter of commitments with the key personnel resume and references with the listing submitted on Feb 6?**

- a. No. Only the lists of references are required to be submitted.

**63. Are the deliverables due February 6<sup>th</sup> limited to providing references for the 5 Similar Experiences as well as references for the Key Personnel? Please confirm that we are NOT being asked to submit the actual Similar Experiences or Resumes.**

- a. Refer to answer to Question 62.

**64. Can the offeror submit a cover letter with this listing of Past Performance references and Key Personnel references?**

- a. Yes.

- 65. For subs/teammates other than key teammates, do we have to include detailed capabilities or will a list suffice? If we must include a list or provide a detailed capabilities listing of other than key teammates, will this list count against the page count for the technical volume?**
- a. Resumes shall only be provided for staff proposed as Key Personnel. Personnel that the Offeror does not consider "key" to the contract should not be included. Resumes do not count against the sixty (60) page limit. Refer to Table L.2 in the RFP for page limitations.
- 66. In the proposal, must all subs be identified/listed, or can we reference type of partner/sub? (i.e. Direct Marketing Agency; etc.)**
- a. All subs that are part of the Offeror core team shall be identified/listed as part of the Technical Proposal. All other subs are not required to be individually listed, but can be referenced by the type of services to be provided.
- 67. Please clarify what is required to satisfy the "legal requirement" for the fringe benefits as the class of individuals expected to work on this are exempt from both the Service Contract Act and the Davis Bacon Act.**
- a. Legal requirements are as applicable (required only if they apply).
- 68. Does the government only require the information requested for Volume III (financial data, business system information, indirect rates, etc) for the prime only.**
- a. This information is required for prime Offerors only.
- 69. Can you describe the distinction between the measurement and metrics you want provided by the Offeror vs. the overall evaluation of the campaign done by an independent contractor?**
- a. These details will be worked out with the contractor after contract award. One example of a contractor-supplied measure might be Gross Ratings Points (GRP).
- 70. For Volume II-1 and II-2, are we restricted to 60 TOTAL pages or do diagrams or illustrations count separately?**
- a. Diagrams, charts, illustrations and the sort count toward the sixty (60) page maximum.
- 71. For Volume II-1 and II-2, does the 2 page executive summary count toward the TOTAL 60 pages?**
- a. No. Refer to Table L.2.
- 72. For the resumes of key personnel, the RFP asks for the name and phone number of immediate supervisors for past work experience. In the event that key personnel do not know where past supervisors are, or they have retired or they are working at competitive companies also pitching the 2010 Census Communications contract, how would you suggest that we deal with these situations?**
- a. Offerors shall provide name and contact information of two (2) Government or commercial contract references, which shall be active (able to be contacted). (Section L.7.1(c))
- 73. Do creative samples count within the pages limit for the Similar Experience?**
- a. Only the Similar Experience Matrix (Attachment L.1) shall be submitted in response to Similar Experience. No creative samples shall be submitted as part of Similar Experience in the written proposal.

- 74. When a task order includes an Award Fee Plan, is there no base profit to be earned?**  
The RFP states, “When an Award Fee Plan is negotiated for a task order, the profit shall be a part of the award fee pool.” Traditionally, an award fee type of contract will have a base fee plus an available award fee pool. Is it the Census Bureau’s expectation that any task with an award fee will have a base fee (profit) of zero?
- a. Refer to answer to Question 29.
- 75. You state MS Word and Adobe Acrobat for the Volume I- would you accept MS Excel for Pricing?**
- a. Yes.